

## **CODED FABRIC**

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The fashion industry, often synonymous with environmental concerns and fleeting trends, is experiencing a transformative shift towards the digital realm. Leading this change is DRESSX, a Los Angeles-based company pioneering the concept of digital clothing. Founded in 2019 by Natalia Modenova, Daria Shapovalova, and Julie Krasnienko, DRESSX has become the world's leading digital fashion marketplace, offering a sustainable and innovative alternative to traditional clothing.

### **Revolutionizing Fashion Consumption for a Digital Generation**

DRESSX caters to a generation increasingly active online, particularly on social media. The platform offers a diverse selection of 3D clothing and accessories from renowned brands and independent designers. Users can experiment with various styles without the environmental impact associated with physical clothing production. The process is simple: users select digital garments, upload a photo, and use the platform's technology to "dress" themselves in the chosen outfit, creating a visually stunning and shareable image.

### **Beyond Aesthetics: Embracing Sustainability at the Core**

DRESSX's mission extends beyond revolutionizing fashion consumption; it aims to promote sustainability within the industry. Traditional clothing production significantly contributes to greenhouse gas emissions, water pollution, and textile waste. By offering a digital alternative, DRESSX eliminates these environmental concerns, reducing water consumption, carbon footprint, and minimizing waste.

### **A Thriving Marketplace and Growing Influence**

Since its inception, DRESSX has experienced significant growth, attracting collaborations with established fashion houses like Fendi, Dundas, and Carlings. The company has also integrated digital clothing into popular games like Roblox, further expanding its influence. Recognized for its commitment to sustainability, DRESSX has been featured in prominent publications such as Vogue Business, The Wall Street Journal, and BBC.

### **Beyond Freemium: A Multifaceted Revenue Model**

DRESSX operates on a freemium model, where users can browse and access basic features for free, but purchasing digital garments requires credits. The company also offers subscription plans for exclusive collections and discounts. Additionally, DRESSX collaborates with established brands, creating exclusive digital collections and integrating physical collections into the digital realm, allowing brands to explore innovative marketing strategies.

### **Shaping the Future: Embracing Innovation and the Metaverse**

As digital fashion evolves, DRESSX continues to innovate by exploring augmented reality (AR) technology, allowing users to virtually "try on" clothes before purchasing. The company is also eyeing the metaverse, a virtual world where users can interact and express themselves through digital avatars, potentially becoming a major player in this emerging space.

In conclusion, DRESSX stands as a trailblazer in the fashion industry, offering a sustainable and innovative solution through digital clothing. By catering to a digitally active generation and fostering

a conscious approach to fashion, DRESSX is not only redefining fashion consumption but also paving the way for a more sustainable future in the industry.

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